

Message Text

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PAGE 01 STATE 044848

64
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INFO OCT-01 ISO-00 COME-00 USIE-00 CIAE-00 EB-11 INR-10

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FM SECSTATE WASHDC
TO AMEMBASSY SOFIA IMMEDIATE
INFO AMEMBASSY VIENNA IMMEDIATE

UNCLAS STATE 044848

VIENNA FOR EWTC AND REX

E.O.11652 N/A
TAGS: BEXP, BU
SUBJECT: US PARTICIPATION IN PLOVDIV FAIR 1974

REF: SOFIA 294

1.SAMPLE OF LETTERS MAILED MARCH 4 TO FIRMS LISTED IN
SOFIA 263: BEGIN TEXT. ON BEHALF OF THE UNITED STATES
GOVERNMENT AND THE AMERICAN EMBASSY, I WISH TO DRAW YOUR
ATTENTION TO THE OPPORTUNITIES AVAILABLE TO AMERICAN FIRMS
TO PARTICIPATE IN THE 1974 INTERNATIONAL TRADE FAIR HELD
IN PLOVDIV, BULGARIA, SEPTEMBER 3-10. THIS YEAR THE
UNITED STATES GOVERNMENT WILL MAKE AVAILABLE ITS
NAIONAL PAVILION TO SELECTED AMERICAN COMPANIES TO
DISPLAY THEIR PRODUCTS.

THE PLOVDIV FAIR, THE LARGEST INTERNATIONAL EXHIBITION
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PAGE 02 STATE 044848

IN BULGARIA, PRESENTS A UNIQUE OPPORTUNITY TO AMERICAN

FIRMS TO MEET A WIDE RANGE OF BULGARIAN CUSTOMERS, BOTH END-USERS AS WELL AS GOVERNMENT AND FOREIGN TRADE OFFICIALS. THE BULGARIAN GOVERNMENT ATTACHES GREAT IMPORTANCE TO THIS EXHIBIT, A- ATTESTED BY THE MORE THAN 500 WESTERN FIRMS WHICH WERE REPRESENTED LAST YEAR.

THE AMERICAN PAVILION WILL COVER APPROXIMATELY 1100 SQ.

METERS OF SPACE. THE CENTRAL PORTION OF THIS AREA -- ABOUT 600 SQ. METERS -- WILL BE USED FOR A PRESENTATION MOUNTED BY THE UNITED STATES INFORMATION AGENCY ON AGRICULTURAL TECHNOLOGY IN THE UNITED STATES. SURROUNDING THIS CORE EXHIBIT WILL BE 500 SQ. METERS IN THE PAVILION AND 900 SQ. METERS OUTSIDE THE PAVILION AVAILABLE FOR YOUR COMPANY AND OTHERS TO DISPLAY AGRICULTURAL EQUIPMENT OF KNOWN INTEREST TO THE BULGARIANS.

FOLLOWING DISCUSSION WITH BULGARIAN FOREIGN TRADE OFFICIALS, WE HAVE CHOSEN MODERN AMERICAN AGRICULTURAL TECHNOLOGY AS A THEME WHICH WE BELIEVE WILL PROVIDE THE GREATEST INTEREST AND SALES POTENTIAL. BULGARIA HAS DECIDED TO INCREASE ITS IMPORTS OF AGRICULTURAL EQUIPMENT FROM THE WEST BY MORE THAN 30 PERCENT THIS YEAR, AND I BELIEVE THERE IS A SIGNIFICANT MARKET FOR AMERICAN PRODUCTS IN BULGARIA.

THE BULGARIAN FOREIGN TRADE ENTERPRISE AGROMASCHINAIMPEX HAS RECEIVED AUTHORITY TO PURCHASE CERTAIN TYPES OF AGRICULTURAL MACHINERY FROM WESTERN SUPPLIERS. THE BULGARIANS ARE PARTICULARLY INTERESTED IN YOUR TREE PRUNES AND FRUIT HARVESTERS AND HAVE EXPRESSED THE HOPE THAT IT WILL BE ON DISPLAY AT THE FAIR SO THEY MAY EXAMINE IT FOR POSSIBLE PURCHASE.

I AM HOPEFUL THAT BY EXHIBITING AT THE PLOVDIV FAIR AMERICAN PRODUCERS LIKE YOUR COMPANY CAN MAKE THEIR PRODUCTS KNOWN AND AVAILABLE TO THE BULGARIAN MARKET AT MINIMUM COST. A REPRESENTATIVE OF THE U.S. GOVERNMENT WILL BE CONTACTING YOU SHORTLY TO DISCUSS WITH YOU DIRECTLY THE ADVANTAGES OF PARTICIPATION.

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PAGE 03 STATE 044848

THE UNITED STATES TRADE CENTER IN VIENNA WILL ALSO BE IN TOUCH WITH U.S. COMPANIES WHICH HAVE AFFILIATES IN EUROPE. IF, IN THE MEANTIME, YOU HAVE QUESTIONS REGARDING PARTICIPATION AT PLOVDIV, PLEASE FEEL FREE TO CONTACT ME OR MR. S. DOUGLAS MARTIN, DIRECTOR OF THE UNITED STATES EAST-WEST TRADE CENTER, 8 PRINZ EUGEN STRASSE, 1040 VIENNA, AUSTRIA. IF YOU HAVE ANY IMMEDIATE QUESTIONS

CONCERNING PARTICIPATION IN THIS BULGARIAN TRADE FAIR,
PLEASE CALL MRS. JOANNE B. KAY, DEPARTMENT OF COMMERCE,
BUREAU OF EAST-WEST TRADE, WASHINGTON, D.C. 20230.
MRS. KAY'S TELEPHONE NUMBER IS (202) 967-3352.

THE TARGET DATE FOR SIGNING UP COMMERCIAL EXHIBITORS FOR
OUR PAVILION AT PLOVDIV IS APRIL 26. THE U.S. EAST-WEST

TRADE CENTER IS PREPARED TO SIGN A PARTICIPATION AGREEMENT
WITH YOUR FIRM TO RESERVE SPACE AT THIS YEAR'S PLOVDIV
FAIR.

IN ANY CASE, WE LOOK FORWARD TO ADDITIONAL VISITS BY
REPRESENTATIVES OF YOUR FIRM. END TEXT. (THIS
PARTICULAR LETTER SENT TO DIRECTOR OF INTERNATIONAL SALES,
ACKLEY MANUFACTURING COMPANY.)

2. LETTERS TO FIRMS LISTED IN SOFIA 238 AND STATE 42258
(NOT ON OTHER LISTS) SAME AS TEXT ABOVE EXCEPT FOR THE
DELETION OF FIFTH PARA (BEGINNING "THE BULGARIAN FOREIGN
TRADE ENTERPRISE AGROMASCHINAIMPEX...").

3. NAMES OF COMMERCE OFFICERS BACKSTOPPING OPERATION IN
WASHINGTON ARE RICHARD RICE, JOANNE KAY, ALBERT PLANAGAN,
CHARLES VAN DER BURGH, AND PILI VERZARIU. EDWIN E.
SEGALL IS BACKSTOPPING OPERATION IN STATE; GIL CALLOWAY
AND DAVID PAUL FOR USIA.

4. SEPTEL DESCRIBES COMMERCE'S PLANS (A) TO FOLLOW UP
LETTERS WITH TELEPHONE CAMPAIGN HERE, (B) TO WORK WITH
USIA ON DESIGN OF "CORE" AND COMMERCIAL PORTIONS OF
EXHIBITION AND (C) TO PROVIDE SUPPORT THROUGH EWTC VIENNA
AND AMEMBASSY SOFIA ON CONSTRUCTION OF COMMERCIAL PORTIONS
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PAGE 04 STATE 044848

OF EXHIBITION AND MARKETING CAMPAIGN IN BULGARIA. KISSINGER

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30 JUN 2005

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